

## Carel Smart Key

This book examines why humans have big brains and how brains are associated with complex society and behavior in other animals. It compares brain evolution in social animals and examines the evolution of the human brain in social and historical contexts.

The Power of Design offers an introduction and a practical guide to product innovation, integrating the key topics that are necessary for the design of sustainable and energy-efficient products using sustainable energy technologies. Product innovation in sustainable energy technologies is an interdisciplinary field. In response to its growing importance and the need for an integrated view on the development of solutions, this text addresses the functional principles of various energy technologies next to the latest design processes and innovation methods. From the perspective of product applications, the book provides clear explanations of technologies that are significant for product integration, such as batteries, photovoltaic solar energy, fuel cells, small wind turbines, human power, energy saving lighting, thermal energy technologies in buildings, and piezoelectric energy conversions. The design processes and innovation methods presented in this book include various approaches ranging from technical, societal and creative methods that can be applied in different stages of the design process. Other features include: a methodological approach, enabling readers to easily apply the theory to their research projects and to the actual design of sustainable products with energy

technologies discussion on interaction design and smart grid interventions colour photographs that illustrate the final products numerous case studies of product development projects and concepts in practice, enabling readers to understand and design energy-efficient products in several different markets a companion website containing useful information about the cases and an additional design cases with sustainable energy technologies The Power of Design provides a comprehensive and visually appealing opening into the subject for third and fourth year students, postgraduates, and professionals in the areas of energy, environment, product design and engineering

In this completely revised and updated edition of the customer service classic, Carl Sewell enhances his time-tested advice with fresh ideas and new examples and explains how the groundbreaking “Ten Commandments of Customer Service” apply to today’s world. Drawing on his incredible success in transforming his Dallas Cadillac dealership into the second largest in America, Carl Sewell revealed the secret of getting customers to return again and again in the original Customers for Life. A lively, down-to-earth narrative, it set the standard for customer service excellence and became a perennial bestseller. Building on that solid foundation, this expanded edition features five completely new chapters, as well as significant additions to the original material, based on the lessons Sewell has learned over the last ten years. Sewell focuses on the expectations and demands of contemporary consumers and employees, showing that businesses can remain committed to quality

service in the fast-paced new millennium by sticking to his time-proven approach: Figure out what customers want and make sure they get it. His “Ten Commandants” provide the essential guidelines, including:

- Underpromise, overdeliver: Never disappoint your customers by charging them more than they planned. Always beat your estimate or throw in an extra service free of charge.
- No complaints? Something’s wrong: If you never ask your customers what else they want, how are you going to give it to them?
- Measure everything: Telling your employees to do their best won’t work if you don’t know how they can improve.

This up-to-date review examines key areas of animal behaviour, including communication, cognition, conflict, cooperation, sexual selection and behavioural variation. Various tests are covered, including recent empirical examples.

How can I reach the C-suite? That is the most common question Cassandra Frangos hears from the executives she coaches. In *Crack the C-Suite Code*, Frangos reveals the hidden dynamics for reaching the C-suite. She offers expert guidance based on her experience and identifies four core paths you can follow to reach the C-suite.

When a chimpanzee stockpiles rocks as weapons or when a frog sends out mating calls, we might easily assume these animals know their own motivations--that they use the same psychological mechanisms that we do. But as *Beyond the Brain* indicates, this is a dangerous assumption because animals have different evolutionary trajectories, ecological niches, and physical

attributes. How do these differences influence animal thinking and behavior? Removing our human-centered spectacles, Louise Barrett investigates the mind and brain and offers an alternative approach for understanding animal and human cognition. Drawing on examples from animal behavior, comparative psychology, robotics, artificial life, developmental psychology, and cognitive science, Barrett provides remarkable new insights into how animals and humans depend on their bodies and environment--not just their brains--to behave intelligently. Barrett begins with an overview of human cognitive adaptations and how these color our views of other species, brains, and minds. Considering when it is worth having a big brain--or indeed having a brain at all--she investigates exactly what brains are good at. Showing that the brain's evolutionary function guides action in the world, she looks at how physical structure contributes to cognitive processes, and she demonstrates how these processes employ materials and resources in specific environments. Arguing that thinking and behavior constitute a property of the whole organism, not just the brain, *Beyond the Brain* illustrates how the body, brain, and cognition are tied to the wider world.

This book, based on a huge European and Asian research project, is a state-of-the-art examination of the theory and practice of system innovation through Product-Service System (PSS) design for sustainability from a trans-cultural viewpoint. PSS design incorporates innovative strategies that shift businesses away from simply designing and selling physical products to

developing integrated systems of products and services that satisfy human needs. The book provides background, advice and tools for designers interested in sustainable PSSs and has a wealth of case studies for practitioners to digest.

The cognitive abilities of birds are remarkable: hummingbirds integrate spatial and temporal information about food sources, day-old chicks have a sense of numbers, parrots can make and use tools, and ravens have sophisticated insights in social relationships. This volume describes the full range of avian cognitive abilities, the mechanisms behind such abilities and how they relate to the ecology of the species. Synthesising the latest research in avian cognition, a range of experts in the field provide first-hand insights into experimental procedures, outcomes and theoretical advances, including a discussion of how the findings in birds relate to the cognitive abilities of other species, including humans. The authors cover a range of topics such as spatial cognition, social learning, tool use, perceptual categorization and concept learning, providing the broader context for students and researchers interested in the current state of avian cognition research, its key questions and appropriate experimental approaches. The book also treats the surface properties of apolar and polar molecules, polymers, particles and cells, as well as their mutual interaction energies, when immersed in water, under the influence of the three prevailing non-covalent forces, i.e., Lewis acid-base (AB), Lifshitz-van der Waals (LW) and electrical double layer (EL) interactions. The polar AB interactions, be they attractive

or repulsive, typically represent up to 90% of the total interaction energies occurring in water. Thus the addition of AB energies to the LW + EL energies of the classical DLVO theory of energy vs. distance analysis makes this powerful tool (the Extended DLVO theory) applicable to the quantitative study of the stability of particle suspensions in water.-

"Unique in linking sustainable energy technologies with innovation and product design, this book offers clear explanation of both and case studies enabling readers to understand and design energy-efficient products in several different markets. The book integrates the subject areas that are necessary for the design of sustainable and energy-efficient products based on sustainable energy technologies. The theory provided is illustrated by cases of design projects and concepts in practice. With the book's methodological approach, the reader is able to apply the information and examples in their research projects or product design processes. This book fills a void in existing literature at the intersection of innovation processes, sustainable energy technologies, energy demand reduction, product development, and user behaviour, which requires an integrated view on the development of sustainable energy solutions. As such, the editors offer a unique publication in "product innovation in sustainable energy technologies and energy-efficiency" that corresponds to the growing interest in the field"--

A concise introduction to the requirements of the health and safety standard, OHSAS18001.

This open access book addresses the issue of diffusing

sustainable energy access in low- and middle-income contexts. Access to energy is one of the greatest challenges for many people living in low- income and developing contexts, as around 1.4 billion people lack access to electricity. Distributed Renewable Energy systems (DRE) are considered a promising approach to address this challenge and provide energy access to all. However, even if promising, the implementation of DRE systems is not always straightforward. The book analyses, discusses and classifies the promising Sustainable Product-Service System (S.PSS) business models to deliver Distributed Renewable Energy systems in an effective, efficient and sustainable way. Its message is supported with cases studies and examples, discussing the economic, environmental and socioethical benefits as well as its limitations and barriers to its implementation. An innovative design approach is proposed and a set of design tools are supplied, enabling readers to create and develop Sustainable Product-Service System (S.PSS) solutions to deliver Distributed Renewable Energy systems. Practical applications of the book's design approach and tools by companies and practitioners are discussed and the book will be of interest to readers in design, industry, governmental institutions, NGOs as well as researchers. The updated edition of the bestselling book that has changed millions of lives with its insights into the growth mindset "Through clever research studies and engaging writing, Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life."—Bill Gates, GatesNotes

After decades of research, world-renowned Stanford University psychologist Carol S. Dweck, Ph.D., discovered a simple but groundbreaking idea: the power of mindset. In this brilliant book, she shows how success in school, work, sports, the arts, and almost every area of human endeavor can be dramatically influenced by how we think about our talents and abilities. People with a fixed mindset—those who believe that abilities are fixed—are less likely to flourish than those with a growth mindset—those who believe that abilities can be developed. Mindset reveals how great parents, teachers, managers, and athletes can put this idea to use to foster outstanding accomplishment. In this edition, Dweck offers new insights into her now famous and broadly embraced concept. She introduces a phenomenon she calls false growth mindset and guides people toward adopting a deeper, truer growth mindset. She also expands the mindset concept beyond the individual, applying it to the cultures of groups and organizations. With the right mindset, you can motivate those you lead, teach, and love—to transform their lives and your own. Fifty years ago, a troop of Japanese macaques was observed washing sandy sweet potatoes in a stream, sending ripples through the fields of ethology, comparative psychology, and cultural anthropology. The issue of animal culture has been hotly debated ever since. Now Kevin Laland and Bennett Galef have gathered key voices in the often rancorous debate to summarize the views along the continuum from “Culture? Of course!” to “Culture? Of course not!” The result is essential reading for anyone interested in the

validity of animal culture, and what it might say about our own.

A prescient warning of a future we now inhabit, where fake news stories and Internet conspiracy theories play to a disaffected American populace “A glorious book . . . A spirited defense of science . . . From the first page to the last, this book is a manifesto for clear thought.”—Los Angeles Times How can we make intelligent decisions about our increasingly technology-driven lives if we don’t understand the difference between the myths of pseudoscience and the testable hypotheses of science? Pulitzer Prize-winning author and distinguished astronomer Carl Sagan argues that scientific thinking is critical not only to the pursuit of truth but to the very well-being of our democratic institutions. Casting a wide net through history and culture, Sagan examines and authoritatively debunks such celebrated fallacies of the past as witchcraft, faith healing, demons, and UFOs. And yet, disturbingly, in today’s so-called information age, pseudoscience is burgeoning with stories of alien abduction, channeling past lives, and communal hallucinations commanding growing attention and respect. As Sagan demonstrates with lucid eloquence, the siren song of unreason is not just a cultural wrong turn but a dangerous plunge into darkness that threatens our most basic freedoms. Praise for *The Demon-Haunted World* “Powerful . . . A stirring defense of informed rationality. . . Rich in surprising information and beautiful writing.”—The Washington Post Book World “Compelling.”—USA Today “A clear vision of what good science means and why it makes a difference. . . A

testimonial to the power of science and a warning of the dangers of unrestrained credulity.”—The Sciences “Passionate.”—San Francisco Examiner-Chronicle Presents a groundbreaking investigation into the origins of morality at the core of religion and politics, offering scholarly insight into the motivations behind cultural clashes that are polarizing America.

For years, scientists have been warning us that a pandemic was all but inevitable. Now it's here, and the rest of us have a lot to learn. Fortunately, science writer Carl Zimmer is here to guide us. In this compact volume, he tells the story of how the smallest living things known to science can bring an entire planet of people to a halt--and what we can learn from how we've defeated them in the past. Planet of Viruses covers such threats as Ebola, MERS, and chikungunya virus; tells about recent scientific discoveries, such as a hundred-million-year-old virus that infected the common ancestor of armadillos, elephants, and humans; and shares new findings that show why climate change may lead to even deadlier outbreaks. Zimmer's lucid explanations and fascinating stories demonstrate how deeply humans and viruses are intertwined. Viruses helped give rise to the first life-forms, are responsible for many of our most devastating diseases, and will continue to control our fate for centuries. Thoroughly readable, and, for all its honesty about the threats, as reassuring as it is frightening, A Planet of Viruses is a fascinating tour of a world we all need to better understand.

"Exploring the process of Iran's modernization through the double lens of domesticity and consumer culture,

Pamela Karimi demonstrates the extent to which the Iranian house has served as the place of encounter with the "other" and of reconsideration of the nation as "home." *Domesticity and Consumer Culture in Iran* examines the interplay between native aspirations, foreign influences, gender roles, consumer culture and women's education as they intersect with taste, fashion, domestic architecture and interior design in modern Iran. Throughout, ideas of consumer culture and gender are at its core, but other important socio-political subjects are examined in order to view Iran's modernization through the prism of its people's private lives. Presenting a new perspective on the 1979 Iranian revolution, re-read vis-a-vis the opinions of Shiite religious scholars, the Left, and the revolutionary elites, this book demonstrates how Iranians have contested the public-private dichotomy as manifested in the Islamic Republic's texts, images, and actual physical spaces"--

The interface between land use management and transportation planning represents probably the most important spatial impact in sustainable land use, mobility and transportation development. Prior to this book, only limited attempts have been made to integrate these topics as to enhance smart growth and sustainable development principles within spatial systems. The approach followed differs internationally and specifically between different planning and transportation authorities. The spatial impacts of land use and transportation serve as the main catalyst in urban form, development and its associated problems. These impacts represent severe consequences from a built and environmental

development perspective. All of these are covered in the book and its supporting chapters. The focus of the book is the application of best practice principles in managing the interface between land use management and transportation planning. Internationally the practice is the promotion of more sustainable urban and rural forms supported by improved levels of accessibility through the application of smart growth and sustainability principles. The focus however remains to successfully optimise land use and transportation integration. The structuring used within each of the chapters provide the reader with the basic and applicable theory and practical knowledge to attain system wide integration and sustainability within the dynamics of spatial and transportation systems. The inclusion of specific theme related case studies endorses the relevancy of this book's topic.

A hilarious, high-stakes adventure involving crooked casino boats, floating fish, toxic beaches, and one kid determined to get justice. This is Carl Hiaasen's Florida—where the creatures are wild and the people are wilder! You know it's going to be a rough summer when you spend Father's Day visiting your dad in the local lockup. Noah's dad is sure that the owner of the Coral Queen casino boat is flushing raw sewage into the harbor—which has made taking a dip at the local beach like swimming in a toilet. He can't prove it though, and so he decides that sinking the boat will make an effective statement. Right. The boat is pumped out and back in business within days and Noah's dad is stuck in the clink. Now Noah is determined to succeed where his dad failed. He will prove that the Coral Queen is dumping

illegally . . . somehow. His allies may not add up to much—his sister Abbey, an unreformed childhood biter; Lice Peeking, a greedy sot with poor hygiene; Shelly, a bartender and a woman scorned; and a mysterious pirate—but Noah's got a plan to flush this crook out into the open. A plan that should sink the crooked little casino, once and for all.

The book deals with the management of information systems security and privacy, based on a model that covers technological, organizational and legal views. This is the basis for a focused and methodologically structured approach that presents "the big picture" of information systems security and privacy, while targeting managers and technical profiles. The book addresses principles in the background, regardless of a particular technology or organization. It enables a reader to suit these principles to an organization's needs and to implement them accordingly by using explicit procedures from the book. Additionally, the content is aligned with relevant standards and the latest trends. Scientists from social and technical sciences are supposed to find a framework for further research in this broad area, characterized by a complex interplay between human factors and technical issues.

According to researchers, the vast majority--a whopping 75-98 percent--of the illnesses that plague us today are a direct result of our thought life. What we think about truly affects us both physically and emotionally. In fact, fear alone triggers more than 1,400 known physical and chemical responses in our

bodies, activating more than thirty different hormones! Today our culture is undergoing an epidemic of toxic thoughts that, left unchecked, create ideal conditions for illnesses. Supported by current scientific and medical research, Dr. Caroline Leaf gives readers a prescription for better health and wholeness through correct thinking patterns, declaring that we are not victims of our biology. She shares with readers the "switch" in our brains that enables us to live happier, healthier, more enjoyable lives where we achieve our goals, maintain our weight, and even become more intelligent. She shows us how to choose life, get our minds under control, and reap the benefits of a detoxed thought life.

Once upon a time, a dazzling, clever woman, Cynthia Parkton, shares a naughty incestuous lifelong relationship with her first cousin, Harden Alden. She also maintains a love affair with her childhood lover, Reginald Haley, throughout her life, including three marriages. The 1950s setting begins in Wisconsin around a historical romantic lake community. Here young Cynthia, utilizing her beauty and wits, seeks wealth. She intends to marry for it—with or without love, through her first marriage, which ends in rapid divorce after her daughter's birth. Her second marriage takes her from the lake to the city Port Michigan. The death of the child from this marriage endows Cynthia a considerable

financial settlement to squander. With this divorce pending, she vacations in Mexico and cements her covert affair for marriage with moneyed man Caryl Van Kampen of the Dutch Mafia. Manipulating moves by her cousin Harden encourages the situation so he can have her move close to him in Connecticut. The Lake is the focal location throughout the story. The events there transport the reader from the 1950s to the 1980s with laughable and tearful enchantments. Meanwhile, Reginald waits to hold her tanned body next to him. Will he ever have enough money to win her love for only him?

Represents an exploration of the relationship between imagination and reality as seen through the eyes of the dying Serge Valene, an inhabitant of a large Parisian apartment block.

Originally published in 1980, this seminal work was the first to introduce an ecological perspective into social work practice. The third edition expands and deepens this perspective, further developing the basic premise that, by being situated within the people:environment interface, the social work profession is distinct from other service professions. The book presents the "what" (theories and concepts) and the "how" (practice methods) to help people with their life stressors and, simultaneously, to influence communities, organizations, and policymakers to be more responsive to them. In this

edition, Gitterman and Germain examine major changes to our socioeconomic and political landscape. They restore a chapter on the history of social work practice, offering a view of the limited services for African Americans provided by settlements and charity organization societies. Building on the African American self-help and mutual aid traditions, this chapter traces the replication of a parallel social service system by African American leaders for their own communities. The chapter also addresses the impact of contemporary societal trends, including the global economy, immigration, cultural changes, and the technology revolution. In addition, it discusses current professional contexts of managed mental health care, evidence-based practice, and the professional uses of technology. A new chapter explores issues and processes embedded in assessment, practice monitoring, and practice evaluation. The volume continues to feature innovative schema for assessment and intervention with respect to stressful life transitions and traumatic events, environmental pressures, and dysfunctional interpersonal processes. Practice illustrations offer reflections of today's major social issues, such as AIDS, homelessness, and modern forms of violence.

Avian Cognition  
Cambridge University Press  
Law, by its very nature, tends to think locally, not globally. This book has a broader scope in terms of

the range of nations and offers a succinct journey through law schools on different continents and subject matters. It covers education, research, impact and societal outreach, and governance. It illustrates that law schools throughout the world have much in common in terms of values, duties, challenges, ambitions and hopes. It provides insights into these aspirations, whilst presenting a thought-provoking discussion for a more global agenda on the future of law schools. Written from the perspective of a former dean, the book offers a unique understanding of the challenges facing legal education and research.

Explains how self-delusion is part of a person's psychological defense system, identifying common misconceptions people have on topics such as caffeine withdrawal, hindsight, and brand loyalty. Since the 1950s, a number of specialized books dealing with human factors has been published, but very little in aviation. Human Factors in Aviation is the first comprehensive review of contemporary applications of human factors research to aviation. A "must" for aviation professionals, equipment and systems designers, pilots, and managers--with emphasis on definition and solution of specific problems. General areas of human cognition and perception, systems theory, and safety are approached through specific topics in aviation--behavioral analysis of pilot performance,

cockpit automation, advancing display and control technology, and training methods.

Los Angeles magazine is a regional magazine of national stature. Our combination of award-winning feature writing, investigative reporting, service journalism, and design covers the people, lifestyle, culture, entertainment, fashion, art and architecture, and news that define Southern California. Started in the spring of 1961, Los Angeles magazine has been addressing the needs and interests of our region for 48 years. The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian.

The local people know him as the "Man of the Forest," who refused to speak for fear of being put to work. And indeed the bear-like Sumatran orangutan, with his moon face, lanky arms, and shaggy red hair, does seem uncannily human; one of our closest relatives in the animal kingdom, the orangutan may have much to tell us about the origins of human intelligence, technology, and culture. In this book one of the world's leading experts on Sumatran orangutans, working in collaboration with nature photographer Perry van Duijnhoven, takes us deep into the disappearing world of these captivating primates. In a narrative that is part adventure, part field journal, part call to conscience, Carel van Schaik introduces us to the colorful characters and

complex lives of the orangutans who inhabit the vanishing forests of Sumatra. In compelling words and pictures, we come to know the personalities and temperaments of our primate cousins as they go about their days: building double-decker tree nests; using leaves as napkins, gloves, rain hats, and blankets, and sticks as backscratchers and probes; nurturing their infants longer and more intensely than any other nonhuman mammal. Here are the births and deaths, the first use of a tool, the defeat of a rival, the gradual loss of influence that, while fascinating to observe, may also help us to reconstruct human evolution.

As advances in disruptive technologies transform politics and increase the velocity of information and policy flows worldwide, the public is being confronted with changes that move faster than they can comprehend. There is an urgent need to analyze and communicate the ethical issues of these advancements. In a perpetually updating digital world, data is becoming the dominant basis for reality. This new world demands a new approach because traditional methods are not fit for a non-physical space like the internet. *Applied Ethics in a Digital World* provides an analysis of the ethical questions raised by modern science, technological advancements, and the fourth industrial revolution and explores how to harness the speed, accuracy, and power of emerging technologies in policy

research and public engagement to help leaders, policymakers, and the public understand the impact that these technologies will have on economies, legal and political systems, and the way of life.

Covering topics such as artificial intelligence (AI) ethics, digital equity, and translational ethics, this book is a dynamic resource for policymakers, civil society, CEOs, ethicists, technologists, security advisors, sociologists, cyber behavior specialists, criminologists, data scientists, global governments, students, researchers, professors, academicians, and professionals.

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