

Neoliberalism A Very Short Introduction

Information: A Very Short Introduction History Writing and Script Comedy: A Very Short Introduction Music: A Very Short Introduction Education: A Very Short Introduction Memory: A Very Short Introduction Fashion The Future The Sun Northern Ireland: A Very Short Introduction Soft Matter: A Very Short Introduction Hume: A Very Short Introduction Organizations Microeconomics: A Very Short Introduction Risk: A Very Short Introduction Romanticism: A Very Short Introduction Metaphysics The Short Story The European Union Luciano Floridi John H. Arnold Andrew Robinson Matthew Bevis Nicholas Cook Gary Thomas Jonathan K. Foster Rebecca Arnold Jennifer M. Gidley Philip Gordon Judge Marc Mulholland Tom McLeish Alfred Ayer Mary Jo Hatch Avinash Dixit Baruch Fischhoff Michael Ferber Stephen Mumford Andrew Kahn Simon McDougall Usherwood

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there are many stories we can tell about the past and we are not perhaps as free as we might imagine in our choice of which stories to tell or where those stories end john arnold s very short introduction is a stimulating essay about how we study and understand history the book begins by inviting us to think about various questions provoked by our investigation of history and explores the ways these questions have been answered in the past concepts such as causation interpretation and periodization are introduced by means of concrete examples of how historians work giving the reader a sense of the excitement of discovering not only the past but also ourselves about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

without writing there would be no records no history no books and no emails writing is an integral and essential part of our lives but when did it start why do we all write differently and how did writing develop into what we use today all of these questions are answered in this very short introduction starting with the origins of writing five thousand years ago with cuneiform and egyptian hieroglyphs andrew robinson explains how these early forms of writing developed into hundreds of scripts including the roman alphabet and the chinese characters he reveals how the modern writing symbols and abbreviations we take for granted today including airport signage and text

messaging resemble ancient ones much more closely than we might think about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

with a broad scope across the millennia from high literature to popular culture between page and stage and screen this very short introduction considers comedy not only as a literary genre but also as a broader impulse at work in many other historical and contemporary forms of satire parody and play

this stimulating very short introduction to music invites us to really think about music and the values and qualities we ascribe to it the world teems with different kinds of music traditional folk classical jazz rock pop and each type of music tends to come with its own way of thinking drawing on a wealth of accessible examples ranging from beethoven to chinese zither music nicholas cook attempts to provide a framework for thinking about all music by examining the personal social and cultural values that music embodies the book reveals the shortcomings of traditional conceptions of music and sketches a more inclusive approach emphasizing the role of performers and listeners about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

from the schools of ancient times to the present day gary thomas explores how and why education has evolved has it has examining education worldwide he explains the way schools work noting how curricula are remarkably consistent

around the world delving into some of the big questions thomas explores the history of education in this very short introduction considering various styles such as progressive versus formal he also explores the ideas of some of the big theorists including piaget and vygotsky looking at different forms of education and styles of teaching he considers the ways in which education is being improved by matching styles of learning to teaching and ensuring that schools are more inclusive and meaningful for a broader range of students he finishes by considering the ways in which education may develop over the coming century about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

why can we sometimes remember events from our childhood as if they happened yesterday but not what we did last week how are memories stored in the brain and how does our memory change as we age what happens when our memory goes wrong and how easy is it for others to manipulate our memories this fascinating very short introduction brings together the latest research in psychology and neuroscience to address these and many other important questions about the science of memory revealing how our memory works why we couldn't live without it and even how we may learn to remember more book jacket

fashion is a dynamic global industry that plays an important role in the economic political cultural and social lives of an international audience it spans high art and popular culture and plays a significant role in material and visual culture this book introduces fashion's myriad influences and manifestations fashion is explored as a creative force a business and a means of

communication from karl lagerfeld's creative reinventions of chanel's iconic style to the multicultural reference points of indian designer manish arora from the spectacular fashion shows held in nineteenth century department stores to the mix and match styles of japanese youth the book examines the ways that fashion both reflects and shapes contemporary culture using historical and contemporary examples it gives a clear understanding of how fashion has developed since the renaissance while raising questions about its status ethical credibility and influence on consumers the book provides insight into the structure of the fashion industry and how fashions are designed promoted and consumed in relation to relevant historical social and cultural contexts it is structured thematically to look at the role and development of designers the growth of shopping and the different businesses involved in making and selling fashionable clothes fashion's relationship to the wider culture is also explored by considering its representation in art and collaborations between designers and artists the moral controversies surrounding fashion and attempts to produce ethical clothing and the effects of globalisation on the fashion trade about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

from the beginning of time humans have been driven by both a fear of the unknown and a curiosity to know we have always yearned to know what lies ahead whether threat or safety scarcity or abundance throughout human history our forebears tried to create certainty in the unknown by seeking to influence outcomes with sacrifices to gods preparing for the unexpected with advice from oracles and by reading the stars through astrology as scientific methods improve and computer technology develops we become ever more

confident of our capacity to predict and quantify the future by accumulating and interpreting patterns from the past yet the truth is there is still no certainty to be had in this very short introduction jennifer gidley considers some of our most burning questions what is the future is the future a time yet to come or is it a utopian place does the future have a history is there only one future or are there many possible futures she asks if the future can ever be truly predicted or if we create our own futures both hoped for and feared by our thoughts feelings and actions and concludes by analysing how we can learn to study the future about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

without the sun our planet and life on it would not exist as our nearest star the sun is also important for astronomers and still presents many puzzles philip judge explains what we know about the sun s structure and evolution solar phenomena and the impact of solar activity on the earth

from the plantation of ulster in the seventeenth century to the entry into peace talks in the late twentieth century the northern irish people have been engaged in conflict catholic against protestant republican against unionist the traumas of violence in the northern ireland troubles have cast a long shadow for many years this appeared to be an intractable conflict with no pathway out mass mobilisations of people and dramatic political crises punctuated a seemingly endless succession of bloodshed when in the 1990s and early 21st century peace was painfully built it brought together unlikely rivals making northern ireland a model for conflict resolution internationally but disagreement about the future of the province remains and for the first time in decades one can now

seriously speak of a democratic end to the union between northern ireland and great britain as a foreseeable possibility the northern ireland problem remains a fundamental issue as the united kingdom recasts its relationship with europe and the world in this completely revised edition of his very short introduction marc mulholland explores the pivotal moments in northern irish history the rise of republicanism in the 1800s home rule and the civil rights movement the growth of sinn fein and the provisional ira and the dup before bringing the story up to date drawing on newly available memoirs by paramilitary militants to offer previously unexplored perspectives as well as recent work on northern irish gender relations mulholland also includes a new chapter on the state of affairs in 21st century northern ireland considering the question of irish unity in the light of both brexit and the approaching anniversary of the 1921 partition and drawing new lessons for the future about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

soft matter science is concerned with soft materials such as polymers colloids liquid crystals and foams and has emerged as a rich interdisciplinary field over the last 30 years drawing on physics chemistry mathematics and engineering soft matter links fundamental scientific ideas to everyday phenomena one such example is polymers encountered in plastic materials and melted cheese which illustrate how sliminess emerges from the flow and form of giant molecules this very short introduction delves into the field of soft matter looking beneath the appearances of matter into its inner structure tom mcleish shows how brownian motion the random local motion of molecules that gives rise to heat is an underlying principle of soft matter from hair conditioner to honey he discusses

how the shared physical properties and characteristics of these materials influence the way they behave and their industrial applications about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

hume is one of the greatest of all british philosophers and even in his own lifetime was celebrated as one of the pivotal figures of the enlightenment a central theme of his philosophy is the conviction that questions traditionally thought of as completely independent of the scientific realm questions about the mind about morality and about god for example are actually best explained using the experimental methods characteristic of the natural sciences hume's naturalist approach to a wide variety of philosophical topics resulted in highly original theories about perception self identity causation morality politics and religion all of which are discussed in this stimulating introduction by a j aymer himself one of the twentieth century's most important philosophers aymer also gives an account of hume's fascinating life and character and includes generous quotations from hume's lucid and often witty writings about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

most of us recognize that organizations are everywhere you meet them on every street corner in the form of families and shops study in them work for them buy from them pay taxes to them but have you given much thought to

where they came from what they are today and what they might become in the future how and why do they have so much influence over us and what influences them how do they contribute to and detract from the meaningfulness of lives and how might we improve them so they better serve our needs and desires this very short introduction addresses all of these questions and considers many more many jo hatch introduces the concept of organizations by presenting definitions and ideas drawn from a variety of subject areas including the physical sciences economics sociology psychology anthropology literature and the visual and performing arts drawing on examples from prehistory and everyday life from the animal kingdom as well as from business government and other formal organizations hatch provides a lively and thought provoking introduction to the process of organization about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

microeconomics individuals choices of where to live and work how much to save what to buy and firms decisions about location hiring firing and investment involves issues that concern us on a daily basis but when people think about economics they tend to place importance on the bigger picture macroeconomics including issues such as unemployment inflation and the competitiveness of nations in this very short introduction avinash dixit argues that the microeconomy has a large impact on the economic world arguably as much as the issues of macroeconomics dixit steers a clear path through the huge number of issues related to microeconomics explaining what happens when things go well as well as showing how they fail why that happens and what can be done about it using real life examples from around the world using

the minimum of mathematics and including simple graphs he provides insights into economics from psychology and sociology to explain economic behaviour and rational choice an ideal introduction for anyone interested in business and economics about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

risk is everywhere from genetically modified crops dams and stem cell therapy to heartbreak online predators inflation and robbery this very short introduction examines what science has learned about how people deal with risks what we can learn through decision theory and how we can evaluate risk in our own lives

the only short introduction to romanticism that incorporates not only the english but the continental movements and not only literature but music art religion and philosophy publisher description

this easy to understand introduction explores one of the four main branches of philosophy metaphysics using practical examples to explore the main issues it presents the ideas in a clear and simple way helping to clarify and unravel the basic questions of this complex and abstract concept

what defines a modern short story is much more than a question of length despite the efforts of early pioneers like edgar allan poe the genre was originally synonymous with the anecdote or tale and seen more as entertainment than art however it has become far more than that and this very short introduction considers afresh the form s ongoing innovations in plot construction capacity for psychological insight and ability to offer intensely concentrated perceptions this book charts the rise of the short story from its original appearance in

magazines and newspapers largely in the united states and great britain for much of the nineteenth century tales were written for the press and the form s history is marked by engagement with popular fiction from the later nineteenth century the short story earned a reputation for its skillful use of plot design and character study distinct from the novel after the first world war it found outlets in high brow publications and single author collections as well as anthologies were regularly published exploring the form s techniques and themes andrew kahn considers the continuity and variation in key structures and techniques such as the beginning the creation of voice the ironic turn or plot twist and how writers manage endings throughout he draws on examples from an international and flourishing corpus of work with close analysis of classic and lesser known stories by american canadian irish australian russian and french masters such as james baldwin grace paley alice munro elizabeth taylor william trevor helen garner chekhov and guy de maupassant very short introductions brilliant sharp inspiring about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

john pinder and simon usherwood explain the eu in plain readable english they show how and why it has developed how the institutions work and what it does from the single market to the euro and from agriculture to the environment

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