

Risk A Very Short Introduction

Nutrition is a topic of wide interest and importance. In spite of growing understanding of the underlying biochemistry, and health campaigns such as 'five-a-day', increasing obesity and reported food allergies and eating disorders, as well as the widely advertised 'supposed' benefits of food supplements mean that a clear explanation of the basic principles of a healthy diet are vital. In this Very Short Introduction, David Bender explains the basic elements of food, the balance between energy intake and exercise, the problems of over- and under-nutrition, and raises the question of safety of nutritional supplements. 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.

"African American Religion offers a provocative historical and philosophical treatment of the religious life of African Americans. Glaude argues that the phrase "African American religion" is meaningful only insofar as it singles out the distinctive ways religion has been leveraged by African Americans to respond to

different racial regimes in the United States. That bold claim frames how he reads the historical record. Slavery, Jim Crow, and current appeals to color blindness serve as a backdrop for histreatment of conjure, African American Christianity and Islam"--

Now a vital part of modern economies, the rapid growth of the finance industry in recent decades is largely due to the development of mathematical methods such as the theory of arbitrage. Asset valuation, credit trading, and fund management, now depend on these mathematical tools. Mark Davis explains the theories and their applications.

Since long before computers were even thought of, data has been collected and organized by diverse cultures across the world. Once access to the Internet became a reality for large swathes of the world's population, the amount of data generated each day became huge, and continues to grow exponentially. It includes all our uploaded documents, video, and photos, all our social media traffic, our online shopping, even the GPS data from our cars. "Big Data" represents a qualitative change, not simply a quantitative one. The term refers both to the new technologies involved, and to the way it can be used by business and government. Dawn E. Holmes uses a variety of case studies to explain how data is stored, analyzed, and exploited by a variety of bodies from big companies

to organizations concerned with disease control. Big data is transforming the way businesses operate, and the way medical research can be carried out. At the same time, it raises important ethical issues; Holmes discusses cases such as the Snowden affair, data security, and domestic smart devices which can be hijacked by hackers. 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.

A Very Short Introduction

Psychopathy

Hollywood

Schizophrenia: A Very Short Introduction

Measurement is a fundamental concept that underpins almost every aspect of the modern world. It is central to the sciences, social sciences, medicine, and economics, but it affects everyday life. We measure everything - from the distance of far-off galaxies to the temperature of the air, levels of risk, political majorities, taxes, blood pressure, IQ, and weight. The history of measurement goes back to the ancient world, and its story has been one of gradual

standardization. Today there are different types of measurement, levels of accuracy, and systems of units, applied in different contexts. Measurement involves notions of variability, accuracy, reliability, and error, and challenges such as the measurement of extreme values. In this Very Short Introduction, David Hand explains the common mathematical framework underlying all measurement, the main approaches to measurement, and the challenges involved. Following a brief historical account of measurement, he discusses measurement as used in the physical sciences and engineering, the life sciences and medicine, the social and behavioural sciences, economics, business, and public policy. 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.

As more of us live longer, the fear of an old age devastated by brain diseases like dementia is growing. Many people are already facing the challenges posed by these progressive and terminal conditions, whether in person or because they are caring for loved ones. Dementia is now the fifth most common cause of death across the world. It is small wonder that understanding, preventing, and finally curing these illnesses is now a global priority. Recent advances in brain research have given scientists a better chance than ever of finding ways to help patients, carers, and clinicians dealing with dementia. Yet there is still no effective treatment. Why has progress been so slow? And what can we all do to reduce our chances of getting the disease? In this Very

Acces PDF Risk A Very Short Introduction

Short Introduction Kathleen Taylor offers a guide to the science of dementia and brain ageing. Never forgetting the human costs of brain disorders - movingly illustrated throughout the book - she also discusses their costs to society. Clearly explaining the research, she sets out the main ideas which have driven dementia science, and the new contenders hoping to make a breakthrough. Taylor also looks at risk factors, and how to lower our chances of succumbing to dementia. Assessing current and potential treatments, including both drugs and other approaches, she explains, clearly and gently, what help is available for someone who is diagnosed with dementia, and how to boost the chances of living well with the condition.

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.

Metaphysics is one of the traditional four main branches of philosophy, alongside ethics, logic and epistemology. It is also an area that continues to attract and hold a fascination for many people yet it is associated with being complex and abstract. For some it is associated with the mystical or religious. For others it is known through the metaphysical poets who talk of love and spirituality. This Very Short Introduction goes right to the heart of the matter, getting to the basic and most important questions of metaphysical thought in order to understand the theory: What are objects? Do colours and shapes have some form of existence? What is it for one thing

to cause another rather than just being associated with it? What is possible? Does time pass? By using these questions to initiate thought about the basic issues around substance, properties, changes, causes, possibilities, time, personal identity, nothingness and emergentism, Stephen Mumford provides a clear and simple path through this analytical tradition at the core of philosophical thought. 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.

"In this Very Short Introduction Andrew Davies looks at how projects have developed since the industrial revolution to create the human-built world in which we live, work, and play. Considering some of our greatest endeavours such as the Erie Canal, Apollo Moon landing, Japanese product development, and Chinese ecocity projects, Davies identifies how projects are organized and managed to design and produce large and complex systems, cope with fast changing conditions, and deal with the immense uncertainties required to create breakthrough innovations in products and services. He concludes by considering how projects could be organized to address the challenges facing the post-industrial society of the 21st century"--Amazon.com.

Metaphysics: A Very Short Introduction
Philosophy of Science

Architecture: A Very Short Introduction

The English Language

What is depression? What is bipolar disorder? How are they diagnosed and how are they treated? This volume gives a history of these two disorders and considers how they are experienced and understood today. Scott and Tacchi also discuss how mood disorders can influence creativity.

Explores the discovery, nature, and role of genes in evolution and development. Schizophrenia is the archetypal form of madness. Schizophrenia is a common disorder and has a devastating effect on sufferers and their families-patients typically hear voices in their heads and hold bizarre beliefs. The schizophrenic patient presented to the public in sensational press reports and lurid films bears little resemblance to reality of the illness. This book describes what schizophrenia is really like, how the illness progresses, and the treatments that have been applied. It also summarizes the most up-to-date knowledge available about the biological bases of this disorder. Finally it attempts to give some idea of what it is like to have schizophrenia and what this disorder tells us about the relationship between mind and brain. 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.

Trust is indispensable, yet it can be dangerous. Without trusting others, we cannot function in society, or even stay alive for very long, but being overly-trustful can be a bad strategy too. Trust is pragmatic, but it also has a moral dimension: trustworthiness is a virtue, and well-placed trust benefits us all. In this Very Short Introduction, Katherine Hawley explores the key ideas about trust and distrust. Considering questions such as 'Why do we value trust?' and 'Why do we want to be trusted rather than distrusted?', Hawley raises issues about the importance of trust in both the personal and public spheres, including family and relationships as well as politics and society. 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.

Military Strategy: A Very Short Introduction

Epidemiology: A Very Short Introduction

Dementia: A Very Short Introduction

Risk: A Very Short Introduction

Americans have always been a hard-drinking people, but from 1920 to 1933 the country went dry. After decades of pressure from rural Protestants such as the hatchet-wielding Carry A. Nation and organizations such as the Women's Christian Temperance Union and Anti-Saloon League, the states ratified the Eighteenth Amendment to the Constitution. Bolstered by the Volstead Act, this amendment made Prohibition law: alcohol could no longer be produced, imported, transported, or sold. This bizarre episode is often humorously recalled, frequently satirized, and usually condemned. The more interesting questions, however, are how and why Prohibition came about, how Prohibition worked (and failed to work), and how Prohibition gave way to strict governmental regulation of alcohol. This book answers these questions, presenting a brief and elegant overview of the Prohibition era and its legacy. During the 1920s alcohol prices rose, quality declined, and consumption dropped. The black market thrived, filling the pockets of mobsters and bootleggers. Since beer was too bulky to hide and largely disappeared, drinkers sipped cocktails made with moonshine or poor-grade imported liquor. The all-male saloon gave way to the speakeasy, where together men and women drank, smoked, and danced to jazz. After the onset of the Great Depression, support for Prohibition collapsed because of the rise in gangster violence and the need for revenue at local, state, and federal levels. As public opinion turned, Franklin Delano Roosevelt promised to repeal Prohibition in 1932. The legalization of beer came in April 1933, followed by the Twenty-first Amendment's repeal of the Eighteenth that December. State alcohol control

boards soon adopted strong regulations, and their legacies continue to influence American drinking habits. Soon after, Bill Wilson and Dr. Bob Smith founded Alcoholics Anonymous (AA). The alcohol problem had shifted from being a moral issue during the century to a social, cultural, and political one during the campaign for Prohibition, and finally, to a therapeutic one involving individuals. As drinking returned to pre-Prohibition levels, a Neo-Prohibition emerged, led by groups such as Mothers against Drunk Driving, and ultimately resulted in a higher legal drinking age and other legislative measures. With his unparalleled expertise regarding American drinking patterns, W. J. Rorabaugh provides an accessible synthesis of one of the most important topics in US history, a topic that remains relevant today amidst rising concerns over binge-drinking and alcohol culture on college campuses.

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. 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.

Lie detection, offender profiling, jury selection, insanity in the law, predicting the

risk of re-offending , the minds of serial killers and many other topics that fill news and fiction are all aspects of the rapidly developing area of scientific psychology broadly known as Forensic Psychology. Forensic Psychology: A Very Short Introduction discusses all the aspects of psychology that are relevant to the legal and criminal process as a whole. It includes explanations of criminal behaviour and criminality, including the role of mental disorder in crime, and discusses how forensic psychology contributes to helping investigate the crime and catching the perpetrators. It also explains how psychologists provide guidance to all those involved in civil and criminal court proceedings, including both the police and the accused, and what expert testimony can be provided by a psychologist about the offender at the trial. Finally, David Canter examines how forensic psychology is used, particularly in prisons, to help in the management, treatment and rehabilitation of offenders, once they have been convicted. 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.

Adolescence: A Very Short Introduction

Choice Theory: A Very Short Introduction

Causation: A Very Short Introduction

Microeconomics: A Very Short Introduction

Acces PDF Risk A Very Short Introduction

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.

'I disapprove of what you say, but I will defend to the death your right to say it' This slogan, attributed to Voltaire, is frequently quoted by defenders of free speech. Yet it is

rare to find anyone prepared to defend all expression in every circumstance, especially if the views expressed incite violence. So where do the limits lie? What is the real value of free speech? Here, Nigel Warburton offers a concise guide to important questions facing modern society about the value and limits of free speech: Where should a civilized society draw the line? Should we be free to offend other people's religion? Are there good grounds for censoring pornography? Has the Internet changed everything? This Very Short Introduction is a thought-provoking, accessible, and up-to-date examination of the liberal assumption that free speech is worth preserving at any cost. 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.

Causation is the most fundamental connection in the universe. Without it, there would be no science or technology. There would be no moral responsibility either, as none of our thoughts would be connected with our actions and none of our actions with any consequences. Nor would we have a system of law because blame resides only in someone having caused injury or damage. Any intervention we make in the world around us is premised on there being causal connections that are, to a degree, predictable. It is causation that is at the basis of prediction and also explanation. This

Very Short Introduction introduces the key theories of causation and also the surrounding debates and controversies. Do causes produce their effects by guaranteeing them? Do causes have to precede their effects? Can causation be reduced to the forces of physics? And are we right to think of causation as one single thing at all? 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.

We find risks everywhere—from genetically modified crops, medical malpractice, and stem-cell therapy to intimacy, online predators, identity theft, inflation, and robbery. They arise from our own acts and they are imposed on us. In this Very Short Introduction, Baruch Fischhoff and John Kadvany draw on the sciences and humanities to explore and explain the many kinds of risk. Using simple conceptual frameworks from decision theory and behavioural research, they examine the science and practice of creating measures of risk, showing how scientists address risks by combining historical records, scientific theories, probability, and expert judgment. Risk: A Very Short Introduction describes what has been learned by cognitive scientists about how people deal with risks, applying these lessons to diverse examples, and demonstrating how understanding risk can aid choices in everyday life and public policies for health,

safety, environment, finance, and many other topics. 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.

Depression

Risk

Measurement: A Very Short Introduction

Nutrition: A Very Short Introduction

We make choices all the time - about trivial matters, about how to spend our money, about how to spend our time, about what to do with our lives. And we are also constantly judging the decisions other people make as rational or irrational. But what kind of criteria are we applying when we say that a choice is rational? What guides our own choices, especially in cases where we don't have complete information about the outcomes? What strategies should be applied in making decisions which affect a lot of people, as in the case of government policy? This book explores what it means to be rational in all these contexts. It introduces ideas from economics, philosophy, and other areas, showing how the theory applies to

decisions in everyday life, and to particular situations such as gambling and the allocation of resources. 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.

"Peter Decherney tells the story of Hollywood, from its nineteenth-century origins to the emergence of internet media empires. Using well-known movies, stars, and directors, the book shows that the elements we take to be a natural part of the Hollywood experience--stars, genre-driven storytelling, blockbuster franchises, etc.--are the product of cultural, political, and commercial forces"--

Adolescence is a turbulent period to live through, and a time of importance and concern to parents, teachers, and social workers. Marking the transition from the world of childhood to adult life, the adolescent faces many challenges and opportunities, including forming their own identity, relating to often conflicting demands from parents and peers, and negotiating first romantic

relationships. In this Very Short Introduction, Peter K. Smith provides an engaging and informative overview of what we know and what we are learning about adolescence. Including both a guide to the classical research that has informed our knowledge, as well as the results of the modern research into the contemporary adolescent experience, Smith examines a number of aspects of adolescence, including the cultural and historical context, the biological changes to the adolescent brain, and the controversies that adolescence brings. 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.

Making good decisions under conditions of uncertainty - which is the norm - requires a sound appreciation of the way random chance works. As analysis and modelling of most aspects of the world, and all measurement, are necessarily imprecise and involve uncertainties of varying degrees, the understanding and

management of probabilities is central to much work in the sciences and economics. In this Very Short Introduction, John Haigh introduces the ideas of probability and different philosophical approaches to probability, and gives a brief account of the history of development of probability theory, from Galileo and Pascal to Bayes, Laplace, Poisson, and Markov. He describes the basic probability distributions, and goes on to discuss a wide range of applications in science, economics, and a variety of other contexts such as games and betting. He concludes with an intriguing discussion of coincidences and some curious paradoxes. 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.

Game Theory: A Very Short Introduction

Statistics: A Very Short Introduction

Mathematical Finance

Utilitarianism: a Very Short Introduction

Acces PDF Risk A Very Short Introduction

Martin Heidegger (1889-1976) is probably the most divisive philosopher of the twentieth century. Considered by some to be the greatest charlatan ever to claim the title of 'philosopher', by some as an apologist for Nazism, he was also an acknowledged leader and central figure to many philosophers. Michael Inwood's lucid introduction to Heidegger's thought focuses on his most important work, 'Being and Time', and its major themes of existence in the world, inauthenticity, guilt, destiny, truth, and the nature of time. These themes are then reassessed in the light of Heidegger's later work, together with the extent of his philosophical importance and influence. This is an invaluable guide to the complex and voluminous thought of a major twentieth-century existentialist philosopher. 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.

In this Very Short Introduction, an internationally recognized authority on epidemiology, Dr. In this Very Short Introduction Peter Singer and Katarzyna de Lazari-Radek provide an authoritative account of the nature of utilitarianism, from its nineteenth-century origins, to its justification and its varieties. Considering how utilitarians can respond to objections that are often regarded as devastating, they explore the utilitarian answer to the question of whether torture can ever be justified. They also discuss what it is that utilitarians should seek to maximize, paying special attention to the classical utilitarian view that only pleasure or happiness is of intrinsic value. Singer and de Lazari-Radek conclude by analysing the continuing importance of utilitarianism in the world, indicating how it is a force for new thinking

Acces PDF Risk A Very Short Introduction

on contemporary moral challenges like global poverty, the treatment of animals, climate change, reducing the risk of human extinction, end-of-life decisions for terminally-ill patients, and the shift towards assessing the success of government policies in terms of their impact on happiness.

Modern statistics is very different from the dry and dusty discipline of the popular imagination. In its place is an exciting subject which uses deep theory and powerful software tools to shed light and enable understanding. And it sheds this light on all aspects of our lives, enabling astronomers to explore the origins of the universe, archaeologists to investigate ancient civilisations, governments to understand how to benefit and improve society, and businesses to learn how best to provide goods and services. Aimed at readers with no prior mathematical knowledge, this Very Short Introduction explores and explains how statistics work, and how we can decipher them. 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.

Projects

Heidegger: A Very Short Introduction

Pain

Prohibition: a Very Short Introduction

First published in hardback as *How English became English*, 2016.

Public health is a term much used in the media, by health professionals, and by activists. At

Acces PDF Risk A Very Short Introduction

the national or the local level there are ministries or departments of public health, whilst international agencies such as the World Health Organisation promote public health policies, and regional organisations such as the European Union have public health funding and policies. But what do we mean when we speak about 'public health'? In this Very Short Introduction Virginia Berridge explores the areas which fall under the remit of public health, and explains how the individual histories of different countries have come to cause great differences in the perception of the role and responsibilities of public health organisations. Thus, in the United States litigation on public health issues is common, but state involvement is less, while some Scandinavian countries have a tradition of state involvement or even state ownership of industries such as alcohol in connection with public health. In its narrowest sense, public health can refer to the health of a population, the longevity of individual members, and their freedom from disease, but it can also be anticipatory, geared to the prevention of illness, rather than simply the provision of care and treatment. In the way public health deals with healthy as well as sick people it is therefore a separate concept from health services, which deal with the sick population. Drawing on a wide range of international examples, Berridge demonstrates the central role of history to understanding the amorphous nature of public health today. 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.

Games are everywhere: Drivers maneuvering in heavy traffic are playing a driving game.

Acces PDF Risk A Very Short Introduction

Bargain hunters bidding on eBay are playing an auctioning game. The supermarket's price for corn flakes is decided by playing an economic game. This Very Short Introduction offers a succinct tour of the fascinating world of game theory, a ground-breaking field that analyzes how to play games in a rational way. Ken Binmore, a renowned game theorist, explains the theory in a way that is both entertaining and non-mathematical yet also deeply insightful, revealing how game theory can shed light on everything from social gatherings, to ethical decision-making, to successful card-playing strategies, to calculating the sex ratio among bees. With mini-biographies of many fascinating, and occasionally eccentric, founders of the subject--including John Nash, subject of the movie *A Beautiful Mind*--this book offers a concise overview of a cutting-edge field that has seen spectacular successes in evolutionary biology and economics, and is beginning to revolutionize other disciplines from psychology to political science. About the Series: Oxford's Very Short Introductions offers concise and original introductions to a wide range of subjects--from Islam to Sociology, Politics to Classics, and Literary Theory to History. Not simply a textbook of definitions, each volume provides trenchant and provocative--yet always balanced and complete--discussions of the central issues in a given topic. Every Very Short Introduction gives a readable evolution of the subject in question, demonstrating how it has developed and influenced society. Whatever the area of study, whatever the topic that fascinates the reader, the series has a handy and affordable guide that will likely prove indispensable.

Distilling the ideas of the greatest military theoreticians of history, including Sun Tzu, Niccolò Machiavelli, and Carl von Clausewitz, Antulio J. Echevarria II presents a fascinating account of the "art of the general." Drawing on historical examples, from Hannibal's war against Rome to

Acces PDF Risk A Very Short Introduction

Napoleon's victory at Austerlitz, from the Allies' campaign to overwhelm Hitler's fortress to the terror attacks of September 11, Echevarria vividly describes the major types of military strategy and their advantages and disadvantages. Clear and engaging, this book shows that military strategy is essential for understanding major events of the past and becomes even more critical today, in a world increasingly threatened by weapons of mass destruction, terrorist attacks, and new dimensions of conflict such as cyberwar and space.

Genes

Big Data: a Very Short Introduction

Trust: A Very Short Introduction

In this 'Very Short Introduction', Rob Boddice explores the history, culture, and medical science of pain. Charting the shifting meanings of pain across time and place, he focusses on how the experience and treatment of pain have changed. He describes historical hierarchies of pain experience that related pain to social class and race, and the privileging of human states of pain over that of other animals. From the pain concepts of classical antiquity to expressions of pain in contemporary art, and modern medical approaches to the understanding, treatment, and management of pain, Boddice weaves a multifaceted account of this central human experience. Ranging

from neuroscientific innovations in experimental medicine to the constructionist arguments of social scientists, pain is shown to resist a timeless definition. Pain is physical and emotional, of body and mind, and is always experienced subjectively and contextually.

Risk is everywhere - from genetically modified crops, dams, and stem-cell therapy to heartbreak, online predators, inflation and robbery. This 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. This highly original and sophisticated look at architecture helps us to understand the cultural significance of the buildings that surround us. It avoids the traditional style-spotting approach in favour of giving an idea of what it is about buildings that moves us, and what it is that makes them important artistically and culturally. The book begins by looking at how architecture acquires meaning through tradition, and concludes with the exoticism of the recent avant garde. Illustrations of particular buildings help to anchor the general points with specific examples, from ancient Egypt to the present

day. *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. How much faith should we place in what scientists tell us? Is it possible for scientific knowledge to be fully "objective?" What, really, can be defined as science? In the second edition of this Very Short Introduction, Samir Okasha explores the main themes and theories of contemporary philosophy of science, and investigates fascinating, challenging questions such as these. Starting at the very beginning, with a concise overview of the history of science, Okasha examines the nature of fundamental practices such as reasoning, causation, and explanation. Looking at scientific revolutions and the issue of scientific change, he asks whether there is a discernible pattern to the way scientific ideas change over time, and discusses realist versus anti-realist attitudes towards science. He finishes by considering science today, and the social and ethical

philosophical questions surrounding modern science. 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.

Forensic Psychology: A Very Short Introduction

Innovation: A Very Short Introduction

Free Speech: A Very Short Introduction

Probability: A Very Short Introduction

Risk: A Very Short Introduction Oxford University Press

What is innovation? How is innovation used in business? How can we use it to succeed? Innovation - the ways ideas are made valuable - makes an important contribution to economic and social development, and is an increasingly topical issue. Not so long ago, there were no information technologies, commercial airlines, or television companies. Our parents were born into a world very different to today's, where television had yet to be invented, and there was no penicillin or frozen food. When our grandparents were born there were no internal combustion engines, aeroplanes, cinemas, or radios. In the last 150 years our world has been transformed - largely in part due to innovation. This Very Short Introduction looks at what innovation is and why it affects us so

profoundly. It examines how it occurs, who stimulates it, how it is pursued, and what its outcomes are, both positive and negative. Innovation is hugely challenging and failure is common, yet it is essential to our social and economic progress. Mark Dodgson and David Gann consider the extent to which our understanding of innovation developed over the past century and how it might be used to interpret the global economy we all face in 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.

Psychopathy is a personality disorder that has long captured the public imagination. Newspaper column inches have been devoted to murderers with psychopathic features, and we also encounter psychopaths in films and books. Individuals with psychopathy are characterised in particular by lack of empathy and guilt, manipulation of other people and, in the case of criminal psychopathy, premeditated violent behaviour. They are dangerous and can incur immeasurable emotional, psychological, physical, and financial costs to their victims and their families. Despite the public fascination with psychopathy, there is often a very limited understanding of the condition, and several myths about psychopathy abound. For example, people commonly assume that all psychopaths are sadistic serial killers or that all violent and antisocial individuals are psychopaths. Yet, research shows that most psychopaths are not serial killers, and, equally, there are plenty of antisocial and violent offenders who are not psychopaths. This Very Short Introduction gives an

overview of how we can identify individuals with or at risk of developing psychopathy, and how they differ from other people who display antisocial behavior. Essi Viding also explores the latest genetic, neuroscience, and psychology evidence in order to illuminate why psychopaths behave and develop the way they do, and considers whether it is possible to prevent or even treat psychopathy.

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

Acces PDF Risk A Very Short Introduction

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.

African American Religion

Public Health: A Very Short Introduction

The Future: A Very Short Introduction

Comedy: A Very Short Introduction